

A Proposal

For



Meeting Consultant Services

For

The 8451 Investigator Meetings

**Presented by:
Susan Chapman, CAE
Meeting Connections**

May 8, 2002

PM3006742433



Meeting Connections

2323 Hollister Avenue, Madison, WI 53705

(608) 238-4420 Cell (608) 513-9243 email: maechapman@aol.com

May 8, 2002

Covance Clinical Research
309 West Washington Avenue
Madison, WI 53703

Dear Ms. Larson:

I am pleased to submit this proposal to Covance Clinical Research to provide meeting consultation services for the 8451 investigator Meetings.

Enclosed within this proposal packet are the following:

- Tentative Meeting Logistics information,
- Consultant Responsibilities
- Background/Qualifications
- Proposal
- Tentative Budget (based on above logistical information),

My philosophy is to bring an exceptional level of management to your meetings, one that ensures you achieve your desired outcomes and attendees experience a seamless meeting – all accomplished within your budget. I look forward to bringing the same attention to detail to the Covance 8451 Investigator Meetings. Should you have any questions, please do not hesitate to contact me at (608) 261-6707.

Sincerely,

Susan Chapman, CAE
Director

Enclosures

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Meeting Logistics

Two Sites

1. East Coast – Potential sites include Washington, Philadelphia, Baltimore
Attendees arrive Thursday, September 12
Attend meetings Friday, September 13 and Saturday, September 14
Depart Sunday, September 15
(Dates tentative)
2. West Cost – Potential sites include Denver, San Diego, San Francisco, Phoenix
Attendees arrive Thursday, September 26
Attend meetings Friday, September 27 and Saturday, September 28
Depart Sunday, September 29
(Dates tentative)

Dates subject to revision based on safety concerns/presenter availability and location availability. Location considerations should include availability of direct flights.

Agenda

Thursday – Attendees arrive. Early evening (5:30 – 8:00) reception with open bar and heavy appetizers. Dinner on their own.

Friday – Meeting from 8:30 – 4:30 (time approximate). Continental breakfast prior to the start of the meeting, morning break, buffet lunch, and afternoon break. Group dinner in a venue to be determined (possible event to be held in a location away from the hotel).

Saturday – Meeting from 8:30 – 4:30 (time approximate). Continental breakfast prior to the start of the meeting, morning break, buffet lunch, and afternoon break. Dinner on their own with the possibility of arranging for attendees to have a group dinner.

Sunday – Breakfast on their own. Depart.

Meeting Room Requirements

One meeting room, seating 55-60 classroom style with room for audio/visual equipment.

Audio/Visual Requirement

Lavaliere microphone
TV/VCR Combo
Overhead Projector
LCD Projector – to be determined
Internet Phone Connection – to be determined

Meeting Elements

In addition to the above listed logistics, the meetings will contain the following elements:

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- Airline ticketing and hotel reservations for all attendees will be handled through the Covance travel service (Adelman Travel).
- Invitation letter sent to all investigators and other parties as identified with fax back RSVP.
- Agenda and final details sent two-weeks out from the meeting.
- All attendees will require round-trip ground transportation to the hotel.
- Welcome gift basket in attendee rooms.
- Friday evening dinner may be at an off-site venue.
- Expenses will cover attendee only (not guests).
- Attendees will receive a per diem to cover expenses (to be determined), including Sunday morning breakfast.

Staffing Requirements

- Conduct site selection activities and contract negotiations.
- Coordinate all arrangements, pre-function through post-function including site selection.
- Full-time coordinator during all events including Thursday evening, Friday, Saturday, Sunday departure.

Consultant Responsibilities

Pre-Function

1. Meet with Covance staff to review meeting expectations, timelines and budget.
2. Contact potential sites to determine availability, costs, direct flights, ground transportation costs.
3. Develop, submit and review requests for proposals from potential meeting venues.
4. Present options to Covance for final selection.
5. Develop invitation letter to include meeting purpose, details and processes. This letter will include enclosures detailing process to make travel arrangements, Covance and attendee costs, fax-back reply, and special accommodation requests. Mail to invitees within agreed-upon timeframe.
6. Review with Covance travel service on a regular basis attendee travel arrangements to ensure all participants have flight arrangements.
7. Follow-up with attendees who have not made arrangements.
8. Arrange for ground transportation for all attendees.
9. Investigate and recommend options for gift basket. Order and ensure proper placement within guest rooms.
10. Supply names to Covance staff for welcome letter to be included in gift basket.
11. One site visit per meeting location to ensure appropriate space, meet with sales/catering managers to confirm all arrangements and catering requirements, investigate off-site dinner venues (including transportation arrangements, if required).
12. Communications with hotel staff at specific time intervals to ensure meeting logistics are seamless.
13. Provide name badge for all attendees.

Function

1. Arrive one day prior to meeting for final arrangements with sales/catering staff, front-desk staff, ensure all supplies have arrived.
2. Staff reception desk for Thursday evening reception to welcome all participants and handle any requests/additional details.
3. Ensure all functions are set appropriately to accommodate participant/presenter needs.
4. On-site availability on both meeting days at all times/functions to manage special requests including travel change requests.

Post-Function

1. Handle follow-up details as needed.
2. Review billing to ensure accuracy prior to Covance payment.
3. Prepare final reports as jointly determined in initial Covance meeting.
4. Develop, disseminate and compile an evaluation if requested.

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**Meeting Consultant
Background/Qualifications**

As Director, Meeting Connections, I have had extensive experience planning events for a variety of organizations, representing a large spectrum of requirements. With a ten-year association background, I have coordinated meetings from ten-attendee committee and shared interest group meetings to 200+ leadership symposiums. In addition, as a contractor with Accenture, I have coordinated business meetings bringing together partners and potential clients that required an extreme attention to detail. Additional Accenture arrangements included meetings for a division of 200+ employees on several days notice, evening functions for 100+ and division manager meetings that held a social component in addition to the business meetings. Further, as an Employer Relations Specialist for the Wisconsin Department of Workforce Development, I have developed meetings for 150+ agency members across the state for multi-day, multi-session meetings and facilitated discussions.

Meeting management expertise includes investigation of potential sites, fee negotiations, coordination of activities with hotel/venue staff, invitations, signage, business meeting materials, gifts/promotional product selection and purchase, day-of event management, and post-event follow-up and reporting.

As a professional committed to the profession, I am a member of the Wisconsin Society of Association Executives and the Association Forum of Chicagoland.

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Proposal

Covance Clinical Research

8451 Investigator Meetings

Date: May 6, 2002

Meeting Consultant/On-Site Management

Includes all responsibilities as detailed in the Responsibilities section of this proposal and are inclusive of both meetings.

\$8700.00 (+travel expenses including air fare, ground transportation, hotel accommodations, meals)

Valid for 30 days.

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Estimated Budget 8451 Investigators Meeting

Note: All costs are estimates and will be affected by city selection, venue selection, and number of attendees.

Function	Estimated Cost	# functions per site	Cost of functions	# attendees	Total Cost per function
Travel Expenses					
Airfare	\$784	1	\$784.00	55	\$43,120.00
Ground	\$125	1	\$125.00	55	\$6,875.00
Hotel	\$224	3	\$672.00	55	\$36,960.00
Sub Total					\$86,955.00
Catering					
Breakfast	\$20	2	\$40.00	55	\$2,200.00
Lunch	\$30	2	\$60.00	55	\$3,300.00
Breaks	\$12	4	\$48.00	55	\$2,640.00
Reception	\$115	1	\$115.00	55	\$6,325.00
Friday Dinner	\$200	1	\$200.00	55	\$11,000.00
Sub Total					\$25,465.00
Service Charge			18%		\$4,583.70
Sub Total					\$30,048.70
Welcome Gift	\$100	1	\$100.00	55	\$5,500.00
A/V	\$450	2	\$900.00		\$1,800.00
A/V Service Charge			\$0.18		\$324.00
Sub Total					\$7,624.00
Total					\$124,627.70
Taxes			TBD		
Pre-Tax Total - Per Meeting					\$124,627.70
Sub Total - 2 Meetings					\$249,255.40
Meeting Consultant					\$8,700.00
Total					\$257,955.40

Additional Expense
Considerations May Include the
Following and Have Not Been
Factored Into the Budget
Estimate:

Meeting Marketing Materials

Graphic Development, Print
Materials (invitations), Web
Page for Attendees, Postage

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▪ **Materials/Management**

Signage (reception, meeting, dinner), Supplies (binders, dividers, Covance pens, name badges/tags etc.), Business Center Fees (copying, faxes, etc.), Postage/Shipping, Two-Way Radio Rental, Material Printing, Meeting Cancellation Insurance

Entertainment

Reception - Music, Décor, Friday Night Dinner transportation

Travel

Travel Agency Fees, per diems

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